

Procter & Gamble GmbH in Beauty and Personal Care (Germany)

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Abstracts

Procter & Gamble invests heavily in research and development, and the global player places significant emphasis on its technologically-advanced products in all of the categories within beauty and personal care. The player pursues global corporate and marketing strategies, and enhances its brand image by sponsoring events such as the Olympic Games, for which it introduced the advertising campaign “Danke Mama” (Thank you Mum).

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